

**Listing of Claims:**

1. (Previously Presented) A system for electronic commerce, the system comprising a server, connected to a network, the server having a processor and storage, the storage including a custom catalog listing products using a unique product identification (PID) generated by said processor for each of said products, the PID having recipient information encoded therewith.
2. (Original) The system recited in claim 1 wherein the server implementing a registry, the registry comprising database structures and instructions for the processor to administer the registry including instructions to allow a plurality of participants controlled access to the database and to each other.
3. (Original) The system recited in claim 2 wherein the product identification (PID) further identifies a registry.
4. (Original) The system recited in claim 3 wherein the server further comprises:  
means for selecting a catalog template;  
means for selecting products for inclusion into the catalog; and  
means for merging personal content into the catalog.
5. (Original) The system recited in claim 4 wherein the means for selecting the catalog template comprises web pages designed to present an array of catalog templates to the recipient and to accept the selection from the recipient.

6. (Original) The system recited in claim 4 wherein at least one product of the selected products is associated with regular pricing and special pricing.
7. (Original) The system recited in 3 wherein the PID is a single code sequence.
8. (Original) The system recited in claim 3 further comprises means for presenting the custom catalog to a participant computer, connected to the network.
9. (Original) The system recited in claim 8 wherein the custom catalog is a difference catalog.
10. (Original) The system recited in claim 8 further comprising means for accepting suggestions for products for inclusion into the custom catalog.
11. (Original) The system recited in claim 2 wherein the instructions comprise instructions implementing communications between the participants including a recipient and a giver such as a chat room.
12. (Original) The system recited in claim 2 wherein the network is the Internet.
13. (Original) The system recited in claim 2 wherein the PID includes information on the participants.

14. (Original) The system recited in claim 2 further comprising means for printing the custom catalog listing products using the PID.

15. (Previously Presented) An electronic commerce method implemented on a networked computing system, the method comprising:

selecting products for inclusion in a custom catalog;

generating a product identification (PID) for each of the selected products, the PID identifying the product and a registry associated with a recipient for whom the product is to be purchased

assigning the unique product identification (PID) to each of the selected products;

producing a custom catalog listing the selected products and their PID's;

distributing the custom catalog; and

providing means for a gift giver to purchase the products for the recipient.

16. (Original) The system recited in claim 15 wherein the custom catalog comprises custom content including recipient specific information.

17. (Original) The system recited in claim 15 further comprising a step of maintaining a registry account for the recipient for tracking gift credits.

18. (Original) The system recited in claim 17 further comprising a step of reallocating purchase price credits for exchanging a first purchased product for a second purchased product.

19. (Original) The system recited in claim 15 further comprising a step of accepting a partial purchase of an item.

20 (Original) The system recited in claim 15 wherein the means for the purchase includes web page access to the registry via the Internet.

21. (Original) The system recited in claim 15 further comprising providing a communication facility for participants, the communication facility including a chat-room.

22. (Previously Presented) An article of manufacture for a computer, the article comprising:

computer storage;

a program stored in the computer storage, the program, when executed, causing the computer to:

generate a unique product identification (PID) to an item for sale, the PID also identifying a recipient for whom the item is to be purchased;

assign the product identification (PID) to the item for sale;

produce a custom catalog listing the item having the PID;

distribute the custom catalog; and

provide means for a gift giver to purchase the item for the recipient.

23. (Previously Presented) The method recited in claim 15 wherein a portion of the products listed in the catalog are selected by non-recipients.

24. (Previously Presented) The method recited in claim 18 wherein the step of reallocating purchase price credits occurs prior to delivery of the first purchased product.